

10 FATAL MARKETING ERRORS AND HOW TO AVOID THEM!

Are you frustrated that you only see your customers only once?

Would you like to know what works when you are describing and marketing your business?

Would you like to connect with fellow small business owners and in an interactive, fun way?

In this fast-paced session you will learn:

- ☐ Mistakes to avoid when naming a business
- ☐ What to look for in staffing your business
- ☐ How to keep yourself motivated and informed

Your presenter



Brigid McGrath Massie is an award-winning business consultant, author and professional speaker. Brigid has delivered thousands of keynote speeches and management seminars throughout the United States focusing on enhancing personal effectiveness, leadership skills and customer service. She has taught many courses at colleges and universities and holds both a Master's Degree of Business Administration and a Master's Degree in Social Work. Brigid is the author of two nationally distributed books, *What Do They Say When You Leave the Room?* And *Selling for People Who Hate to Sell*. Brigid's sessions are interactive, humorous and action oriented.

Remember to bring your business cards!

MONDAY OCTOBER 17, 2005

6:30 until 8:30 PM

Monterey Public Library

625 Pacific Street, Monterey

RESERVATIONS REQUIRED

TELEPHONE 648-5360

\$25 Materials fee payable at door.

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Counselors to America's Small Business

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